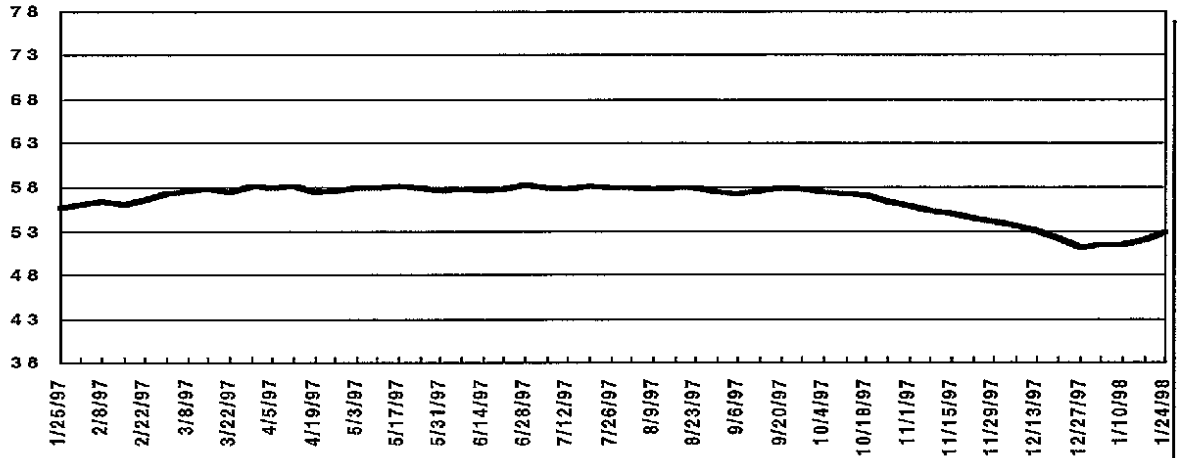
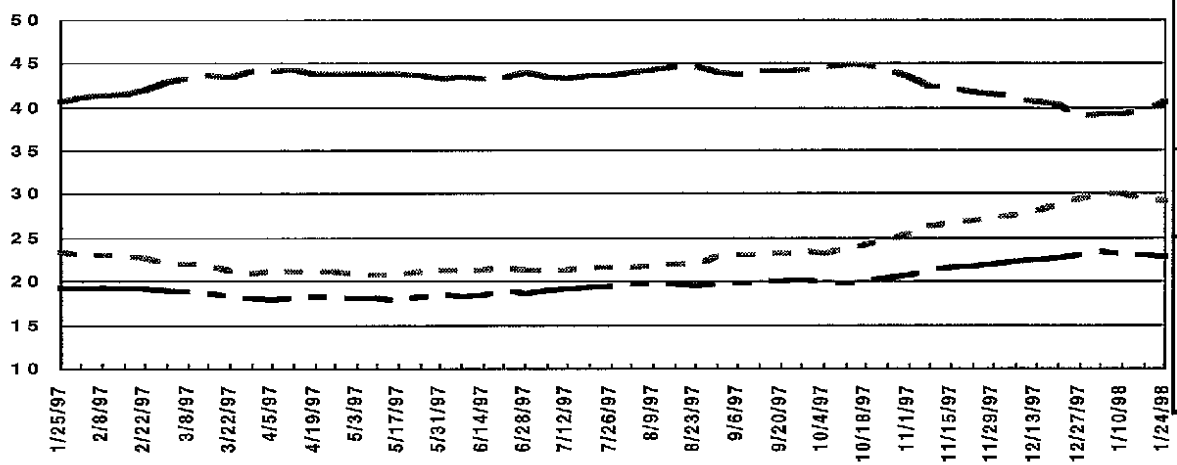
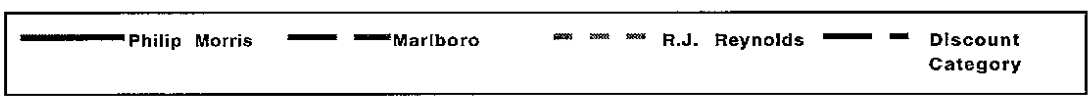
AMERADA HESS (~~A. Berlin~~)
THROUGH W/E 1/24/98







	26 WK	13 WK	FY '97	YTD '98	DIFF
Philip Morris	54.67	52.96	56.21	55.63	-0.58
Marlboro	42.41	40.64	42.77	44.60	1.83
OPB	7.69	7.80	8.33	6.82	-1.51
Basic	3.94	3.95	4.24	3.68	-0.56
R. J. Reynolds	27.02	29.25	24.03	26.98	2.95
Camel	4.22	4.39	4.16	3.98	-0.18
Winston	5.55	6.02	4.93	5.74	0.82
Doral	4.68	5.23	4.08	4.85	0.77
B&W	8.20	8.48	8.78	8.17	-0.61
GPC	2.30	2.39	2.23	2.41	0.18
Lorillard	9.78	9.01	10.52	8.92	-1.61
Newport	8.34	7.56	8.87	7.60	-1.27
Liggett Group	0.15	0.13	0.21	0.13	-0.08
Premium	78.38	77.12	79.85	78.78	-1.07
Private Label	8.15	8.78	6.41	7.92	1.52
Avg Ind CPW	254.62	253.52	228.28	281.35	53.07
Avg PM CPW	139.21	134.26	128.33	156.52	28.20
Avg Marl CPW	107.99	103.04	97.64	125.49	27.85
# of Stores	449	449	449	446	-3

Source: STARS Store Level Data

Leadership Accounts Package

2071842592

Source: https://www.industrydocuments.ucsf.edu/docs/jxgy0004